Please keep cell phones turned off in flight. It will be a serious safety issue not to mention great cause of friction between passengers trying to sleep, get work done etc and flight crews trying to communicate with talking passengers. Some people have trouble moderating their voice and conversations. Some want others to hear all about whatever it is that they are discussing. Many do not want to participate in other peoples conversations. This certainly could get out of hand at 25,000 feet. Please, please let common sense rule this decision. Thank you.